

The New World of Work

Succeed on Purpose CEO's New Book Reviewed by *The Dallas Morning News*

"Who Moved My Cheese?" Has Been Replaced By "Who Moved My Cube?"

PLANO and IRVING, Texas (March 18, 2013) – the new, eye-opening book, ***The New World of Work: From the Cube to the Cloud***, spotlights the evolution of work from a traditional office environment to successful telecommuting scenarios and virtual teams.

Co-authors, Tim Houlne, CEO of [Working Solutions](#), and Terri Maxwell, CEO of [Succeed on Purpose](#), detail the economic progress from the industrial revolution to the information revolution and now the virtualized, globalized and fractionalized [new world of work](#).

The March 17, 2013 issue of *The Dallas Morning News* featured a [review of *The New World of Work: From the Cube to the Cloud*](#) by special contributor Jim Pawlak. "The Internet has eliminated boundaries; companies not only search for information, they actively look for people who can use the information to produce results," writes Pawlak. "A person in Piqua (OH) no longer has to rely on the local labor market for a job. Conversely, a company in Piqua doesn't have to rely on the local talent pool to get from Point A to Point B."

Pawlak further points out, "The authors' research at Working Solutions found that flexibility and quality of life ranked higher than money."

"In the wake of the [decisions by Yahoo! and Best Buy](#) to pull their virtual teams back to their offices, the major theme of ***The New World of Work*** is even more current and critical," said Houlne. "I firmly believe the new currency with workers today is freedom and flexibility. The two companies may have difficulty attracting and retaining the best talent moving forward."

Maxwell agrees, "***The New World of Work*** is extremely relevant as the debate continues over productivity of working from home. Last week, the National Bureau of Economic Research released a [working paper](#), which states home-working led to a 13% increase in performance, reflecting reduced sick days and breaks. The book introduces the concept of Virtualpreneurs, highly engaged professionals who combine their passions with virtual work-platform expertise to give businesses a competitive advantage."

The authors have donated books to their alma mater, [University of Texas at Dallas \(UTD\)](#), to allow a fifty percent discount through March 31, 2013, at the [UTD Bookstore](#). View a video book trailer [here](#).

About ***The New World of Work: From the Cube to the Cloud***

The New World of Work: From the Cube to the Cloud is the new, eye-opening book that underscores startling statistics about the global labor force. ***The New World of Work*** describes the transformation of virtual work platforms and talent-sourcing that is revolutionizing not just how and where work is performed, but the way business is being done. The book provides the knowledge to propel careers and businesses forward with a better understanding of next-generation work by explaining how to become a Virtualpreneur™ and highlighting how businesses can compete for virtual talent. Learn more by visiting [www.newworldofwork.com](#). To order the book, [click here](#).

-more-

The New World of Work

About the Authors

With more than fifty years of combined leadership experience, Tim Houlne and Terri Maxwell stand at the forefront of a transformation reshaping everything we know about careers and talent strategies. Tim Houlne is a visionary whose longstanding, futuristic predictions about the virtual workforce are now a reality. He recognizes and understands market trends, and uses that unique knowledge to transform industries across the business landscape. His understanding of the virtual workplace is unparalleled, and his drive to uncover new concepts is matched only by his passion for growing profitable businesses. Tim holds the position of CEO at Working Solutions, a premier virtual agent and technology solutions provider in Dallas, Texas.

Terri Maxwell provides game-changing insights to transform businesses, people, and industries. She is a powerful, passionate leader known for simplifying formulas for success and igniting potential. In a career spanning more than 20 years, Terri puts her talents to work for large and small companies, and is a well-known consultant to businesses and entrepreneurs seeking to accelerate growth. She built numerous successful companies and created an impressive and well-known business incubator, Succeed on Purpose Inc. in Irving, Texas.

###